



Balboa Village Master Plan



Balboa Village Advisory
Committee (BVAC)
December 13 ,2012



City of Newport Beach

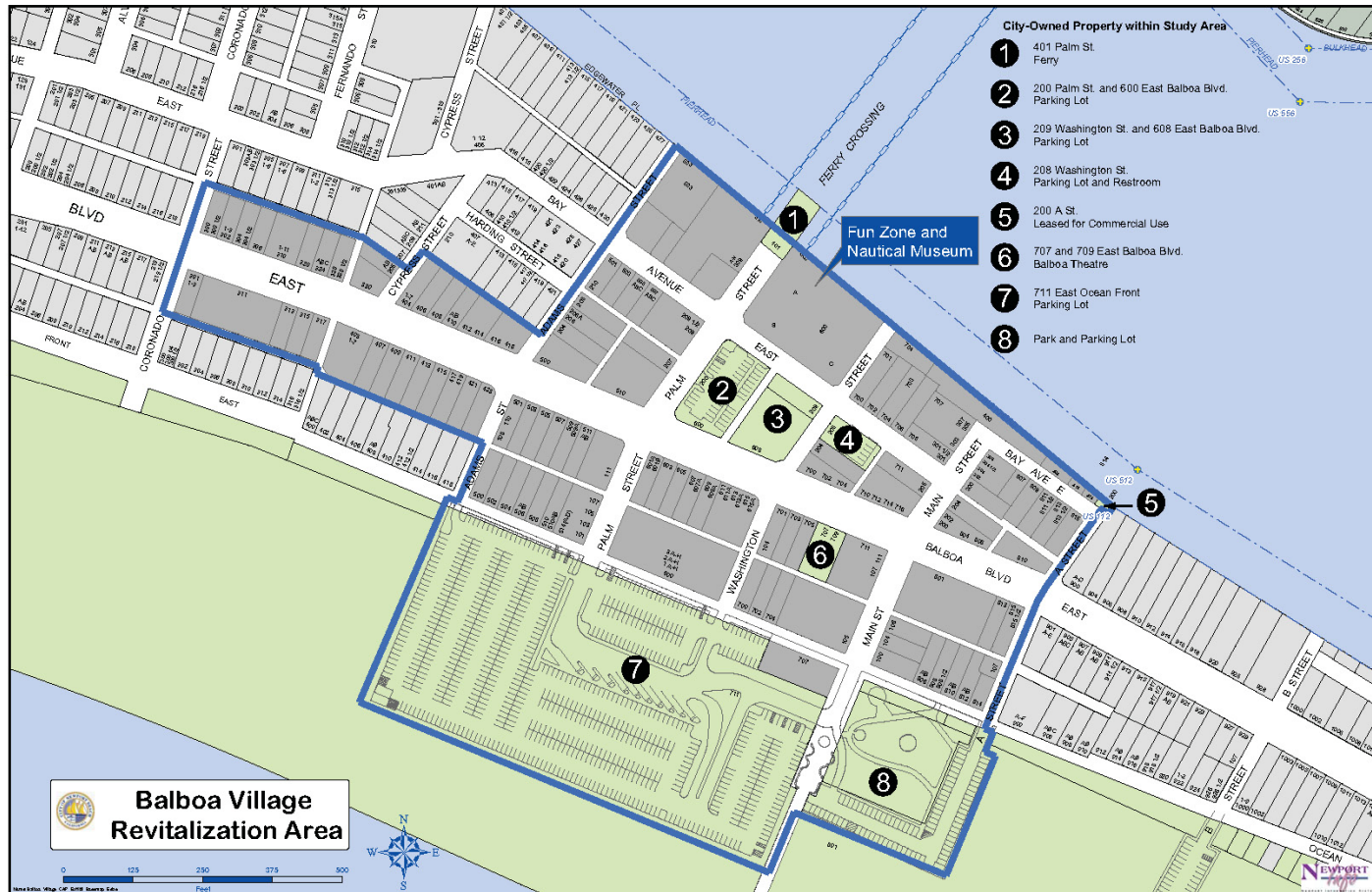
BALBOA VILLAGE MASTER PLAN

September 2012





Balboa Village Revitalization Area





Brand Promise - 2012



Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach. It embraces the role of a classic Southern California beachside neighborhood that honors its entertainment heritage and provides a variety of active and passive harbor and beach activities, dining, and casual shopping. It is here that you can find an environment that offers a nostalgic and relaxed celebration of good times and family memories.



Brand Vision - 2020



Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach, and is an inviting, family-friendly entertainment, shopping and dining district. Recognized as Newport Beach's original town site, the revitalized neighborhood is anchored by a complementary mix of large and small scale attractions, including the dynamic new ExplorOcean interactive center, the restored Balboa Performing Arts Theater and event center, and the renovated iconic Pavilion. The expanded Fun Zone is a quaint and engaging environment that offers an array of harbor and beachfront activities for many age groups, and is a celebration of the classic Southern California beach life that is contemporary in personality yet steeped in tradition.



Master Plan



- Economic Development
- Planning & Zoning
- Parking
- Public Infrastructure





Economic Development



- Develop and implement Commercial Façade Improvement Program
- Develop a Targeted Tenant Attraction Program
- Support new cultural amenities such as ExplorOcean and Balboa Theater
- Develop off-peak special events initiative for Balboa Village
- Consider future development on City-owned Palm Street parking lot
- Allocate additional funding to BV B.I.D.
- Modify the boundaries of the BID to delete area between Adams and Coronado Streets.



Planning/Zoning



- Eliminate commercial parking requirements for new or intensified development
- Eliminate in-lieu parking fee for Balboa Village and terminate current payee obligations.
- Encourage mixed-use development
- Continue code enforcement efforts
- Pursue Local Coastal Program certification



Parking



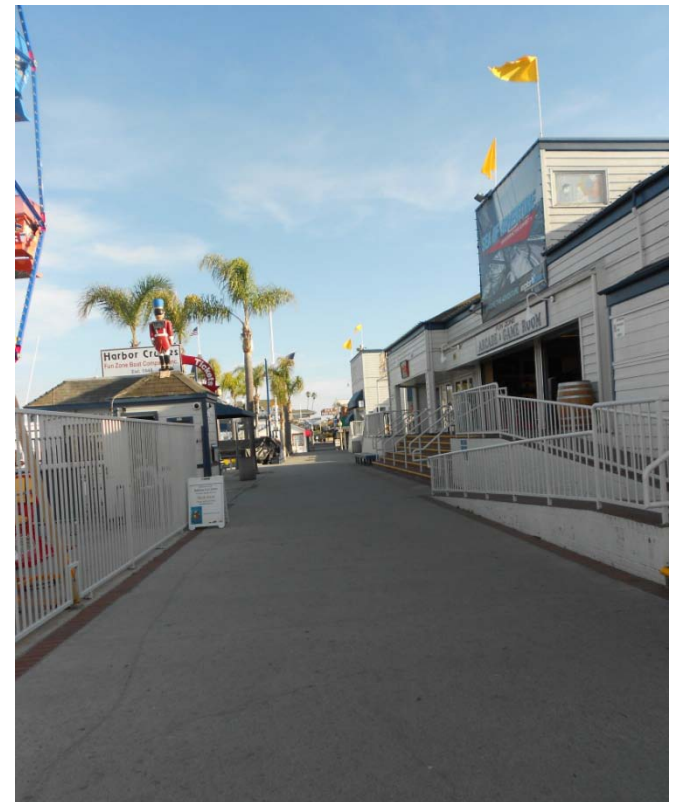
- Remove time limits for metered spaces and implement demand based pricing
- Establish a commercial parking benefit district
- Establish a Residential Parking Permit Program (RPPP) to manage village parking “spillover”
- Establish an Employee Parking Permit Program
- Establish Balboa Village as a shared parking district
- Develop a coordinated way finding sign program
- Identify and implement improvements for bicycles



Public Infrastructure & Streetscape



- Update streetscape plan (including Boardwalk) and identify improvements to enhance appearance of area and wayfinding signs
- Assume regular maintenance of Fun Zone Boardwalk (currently private maintenance)





Residential Parking Permit Program



Residential Parking Permit Program (RPPP)





RPPP Details



- Where: 7th Street to Adams Street, except Balboa Boulevard median
- Why: RPPP will help manage village parking “spillover”, lack of residential garages
- Who: Residents within RPPP boundaries including Bay Island
- When: Permit parking only from 4:00 p.m. to 9:00 a.m.



RPPP Survey



Resident Owners, Absentee Owners, and Residents
Non-owners

Total Surveys Mailed	1194
Surveys Undeliverable	94
Total Surveys	1100
Total Surveys Received	394
Overall Response Rate	35.8%



RPPP Survey



All Respondents	Responses	Percent	Yes no change	Yes with change
Total Yes	269	68.3 %	64.7 %	35.3 %
Total No	125	31.7 %		
Total Respondents	394			



RPPP Survey



1 – Strong Agreement, 3 – No Opinion, 5 – Strong Disagreement

Statements	Response Average
Overnight commercial parking from Balboa Village impacts my block.	2.5
The proposed area to be included is too large.	3.4
The proposed pricing schedule is appropriate.	3.0
The proposed hours are appropriate.	2.8
The program should only be effective during the summer months.	3.2

Legend

- In Favor of Parking Permit
- Not in Favor of Parking Permit
- In Favor of Parking Permit, but not as Proposed



Balboa Parking Permit Survey

0 200 400 Feet



North
The City of San Diego

Legend

- Strongly Agree
- Agree
- No Opinion
- Disagree
- Strongly Disagree



Balboa Parking Permit Survey "Overnight commercial parking from Balboa Village impacts my block"

0 200 400
Feet



North
Arrow



RPPP Work Program



- Field Survey - Spring/Summer 2013
- Public Outreach - Ongoing
- Reaffirm Program Components – Late Summer 2013
- Draft Ordinance - City Council Adoption – Fall 2013
- California Coastal Commission Review – Spring 2014
- Enforcement/Implementation – Summer 2014



Master Plan Priorities



- Completed
- Ongoing
- Year One
 - Parking
 - Economic Development
- Year Two
 - Economic Development
 - Streetscape
- Long Term



Commercial Parking Work Program

- Establish commercial parking district
- Demand based pricing for public parking
- Employee Parking Permit Program
- Commercial parking standards
- Eliminate in-lieu parking fee program